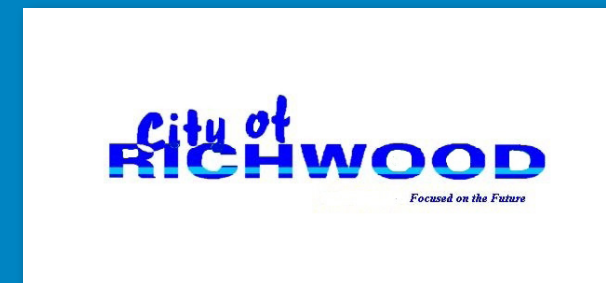




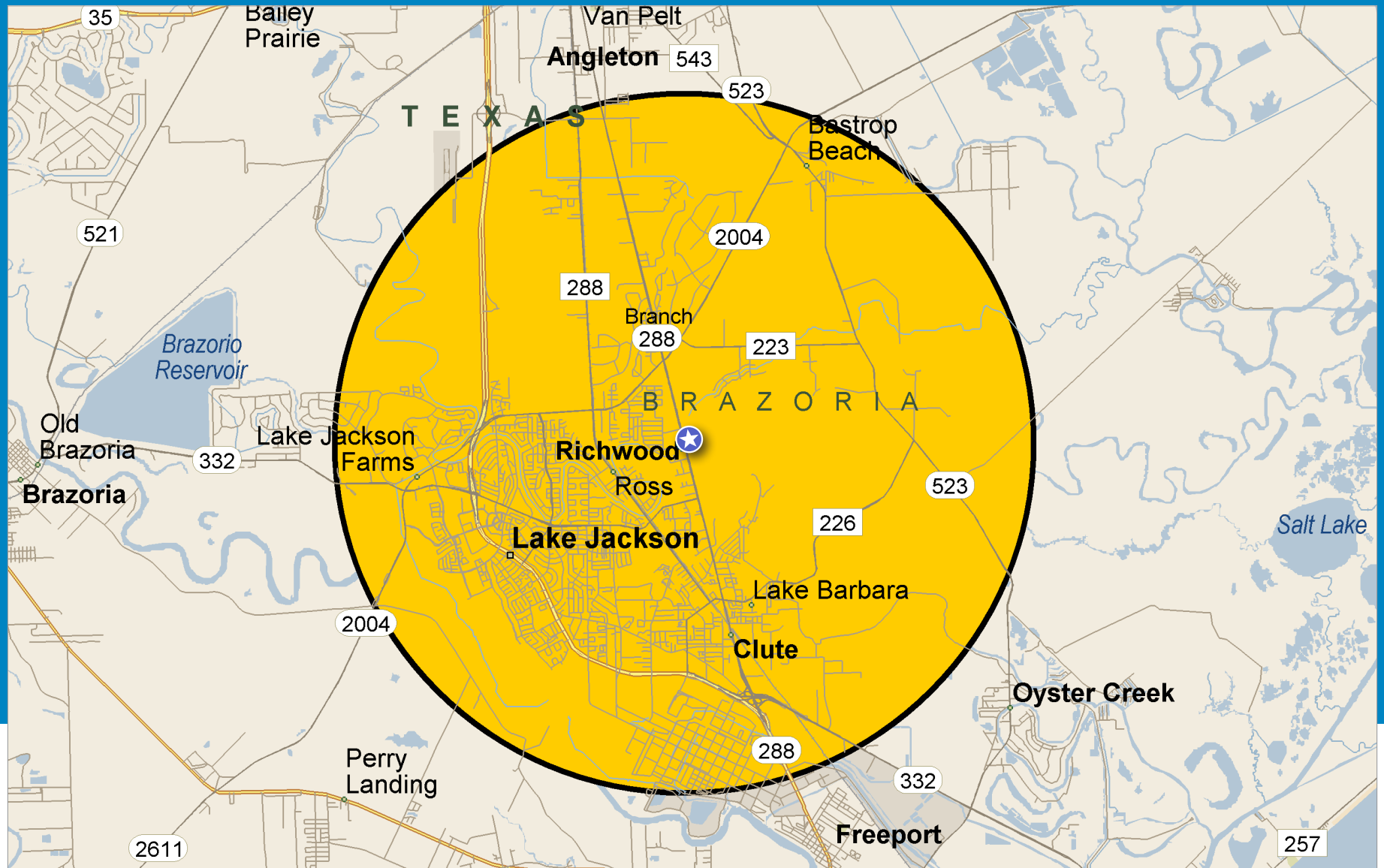
RADIAL DEMOGRAPHICS 5-MILE RADIAL Richwood, Texas

Prepared for
City of Richwood
September 2014



5-Mile Radial

Richwood, Texas



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Radial Demographics | 5-Mile Radial

Richwood, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	48,207	
2014 Estimate	46,469	
2010 Census	45,725	
2000 Census	43,775	
Growth 2014-2019	3.74%	
Growth 2010-2014	1.63%	
Growth 2000-2010	4.46%	
2014 Est. Pop by Single Race Class	46,469	
White Alone	37,246	80.15
Black or African American Alone	2,837	6.11
Amer. Indian and Alaska Native Alone	307	0.66
Asian Alone	822	1.77
Native Hawaiian and Other Pac. Isl. Alone	21	0.05
Some Other Race Alone	3,986	8.58
Two or More Races	1,249	2.69
2014 Est. Pop Hisp or Latino by Origin	46,469	
Not Hispanic or Latino	30,931	66.56
Hispanic or Latino:	15,538	33.44
Mexican	13,368	86.03
Puerto Rican	192	1.24
Cuban	53	0.34
All Other Hispanic or Latino	1,925	12.39

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	15,538	
White Alone	10,607	68.26
Black or African American Alone	134	0.86
American Indian and Alaska Native Alone	149	0.96
Asian Alone	33	0.21
Native Hawaiian and Other Pacific Islander Alone	3	0.02
Some Other Race Alone	3,932	25.31
Two or More Races	681	4.38
2014 Est. Pop. Asian Alone Race by Cat	822	
Chinese, except Taiwanese	281	34.18
Filipino	25	3.04
Japanese	29	3.53
Asian Indian	224	27.25
Korean	7	0.85
Vietnamese	110	13.38
Cambodian	38	4.62
Hmong	0	0.00
Laotian	0	0.00
Thai	5	0.61
All Other Asian Races Including 2+ Category	104	12.65
2014 Est. Population by Ancestry	46,469	
Pop, Arab	9	0.02
Pop, Czech	478	1.03
Pop, Danish	44	0.09
Pop, Dutch	396	0.85
Pop, English	3,271	7.04
Pop, French (except Basque)	879	1.89
Pop, French Canadian	108	0.23
Pop, German	5,022	10.81
Pop, Greek	101	0.22

Radial Demographics | 5-Mile Radial Richwood, Texas

DESCRIPTION	DATA	%
Pop, Hungarian	84	0.18
Pop, Irish	2,918	6.28
Pop, Italian	445	0.96
Pop, Lithuanian	0	0.00
Pop, United States or American	2,704	5.82
Pop, Norwegian	113	0.24
Pop, Polish	449	0.97
Pop, Portuguese	35	0.08
Pop, Russian	91	0.20
Pop, Scottish	1,499	3.23
Pop, Scotch-Irish	553	1.19
Pop, Slovak	11	0.02
Pop, Sub-Saharan African	50	0.11
Pop, Swedish	314	0.68
Pop, Swiss	7	0.02
Pop, Ukrainian	21	0.05
Pop, Welsh	268	0.58
Pop, West Indian (exc Hisp groups)	23	0.05
Pop, Other ancestries	21,797	46.91
Pop, Ancestry Unclassified	4,777	10.28
2014 Est. Pop Age 5+ by Language Spoken At Home	43,037	
Speak Only English at Home	33,540	77.93
Speak Asian/Pac. Isl. Lang. at Home	552	1.28
Speak Indo-European Language at Home	629	1.46
Speak Spanish at Home	8,295	19.27
Speak Other Language at Home	22	0.05
2014 Est. Population by Sex	46,469	
Male	22,878	49.23
Female	23,591	50.77

DESCRIPTION	DATA	%
2014 Est. Population by Age	46,469	
Age 0 - 4	3,432	7.39
Age 5 - 9	3,329	7.16
Age 10 - 14	3,454	7.43
Age 15 - 17	2,160	4.65
Age 18 - 20	1,935	4.16
Age 21 - 24	2,612	5.62
Age 25 - 34	6,200	13.34
Age 35 - 44	5,665	12.19
Age 45 - 54	6,321	13.60
Age 55 - 64	5,734	12.34
Age 65 - 74	3,177	6.84
Age 75 - 84	1,719	3.70
Age 85 and over	732	1.58
Age 16 and over	35,545	76.49
Age 18 and over	34,095	73.37
Age 21 and over	32,160	69.21
Age 65 and over	5,628	12.11
2014 Est. Median Age	35.2	
2014 Est. Average Age	36.70	

Radial Demographics | 5-Mile Radial

Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	22,878	
Age 0 - 4	1,739	7.60
Age 5 - 9	1,683	7.36
Age 10 - 14	1,753	7.66
Age 15 - 17	1,085	4.74
Age 18 - 20	982	4.29
Age 21 - 24	1,304	5.70
Age 25 - 34	3,097	13.54
Age 35 - 44	2,758	12.06
Age 45 - 54	3,083	13.48
Age 55 - 64	2,905	12.70
Age 65 - 74	1,513	6.61
Age 75 - 84	730	3.19
Age 85 and over	246	1.08
2014 Est. Median Age, Male	34.3	
2014 Est. Average Age, Male	35.90	
2014 Est. Female Population by Age	23,591	
Age 0 - 4	1,693	7.18
Age 5 - 9	1,645	6.97
Age 10 - 14	1,701	7.21
Age 15 - 17	1,074	4.55
Age 18 - 20	953	4.04
Age 21 - 24	1,308	5.54
Age 25 - 34	3,103	13.15
Age 35 - 44	2,907	12.32
Age 45 - 54	3,238	13.73
Age 55 - 64	2,828	11.99
Age 65 - 74	1,664	7.05
Age 75 - 84	990	4.20
Age 85 and over	486	2.06

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	36.1	
2014 Est. Average Age, Female	37.40	
2014 Est. Pop Age 15+ by Marital Status	36,255	
Total, Never Married	9,521	26.26
Males, Never Married	5,147	14.20
Females, Never Married	4,374	12.06
Married, Spouse present	18,062	49.82
Married, Spouse absent	2,006	5.53
Widowed	2,444	6.74
Males Widowed	485	1.34
Females Widowed	1,959	5.40
Divorced	4,222	11.65
Males Divorced	1,943	5.36
Females Divorced	2,280	6.29
2014 Est. Pop. Age 25+ by Edu. Attainment	29,548	
Less than 9th grade	1,527	5.17
Some High School, no diploma	2,314	7.83
High School Graduate (or GED)	7,244	24.52
Some College, no degree	8,837	29.91
Associate Degree	3,032	10.26
Bachelor's Degree	4,468	15.12
Master's Degree	1,513	5.12
Professional School Degree	304	1.03
Doctorate Degree	309	1.05
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	8,185	
CY Pop 25+, Hisp/Lat, < High School Diploma	2,784	34.01
CY Pop 25+, Hisp/Lat, High School Graduate	1,898	23.19
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	3,013	36.81
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	490	5.99

Radial Demographics | 5-Mile Radial

Richwood, Texas

DESCRIPTION	DATA	%
Households		
2019 Projection	18,382	
2014 Estimate	17,550	
2010 Census	17,057	
2000 Census	15,812	
Growth 2014-2019	4.74%	
Growth 2010-2014	2.89%	
Growth 2000-2010	7.87%	
2014 Est. Households by Household Type	17,550	
Family Households	12,636	72.00
Nonfamily Households	4,914	28.00
2014 Est. Group Quarters Population	245	
2014 HHs by Ethnicity, Hispanic/Latino	4,595	26.18
2014 Est. HHs by HH Income	17,550	
CY HHs, Inc < \$15,000	1,506	8.58
CY HHs, Inc \$15,000 - \$24,999	1,692	9.64
CY HHs, Inc \$25,000 - \$34,999	1,757	10.01
CY HHs, Inc \$35,000 - \$49,999	2,472	14.09
CY HHs, Inc \$50,000 - \$74,999	3,073	17.51
CY HHs, Inc \$75,000 - \$99,999	2,457	14.00
CY HHs, Inc \$100,000 - \$124,999	2,025	11.54
CY HHs, Inc \$125,000 - \$149,999	982	5.60
CY HHs, Inc \$150,000 - \$199,999	961	5.48
CY HHs, Inc \$200,000 - \$249,999	273	1.56
CY HHs, Inc \$250,000 - \$499,999	287	1.64
CY HHs, Inc \$500,000+	66	0.38

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$75,827	
2014 Est. Median Household Income	\$60,972	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	64,423	
Black or African American Alone	33,057	
American Indian and Alaska Native Alone	53,506	
Asian Alone	59,443	
Native Hawaiian and Other Pacific Islander Alone	14,999	
Some Other Race Alone	54,733	
Two or More Races	36,402	
Hispanic or Latino	48,616	
Not Hispanic or Latino	66,269	
2014 Est. Family HH Type, Presence Own Children	12,636	
Married-Couple Family, own children	4,267	33.77
Married-Couple Family, no own children	5,286	41.83
Male Householder, own children	540	4.27
Male Householder, no own children	452	3.58
Female Householder, own children	1,289	10.20
Female Householder, no own children	803	6.35
2014 Est. Households by Household Size	17,550	
1-person household	4,192	23.89
2-person household	5,705	32.51
3-person household	3,097	17.65
4-person household	2,554	14.55
5-person household	1,264	7.20
6-person household	496	2.83
7 or more person household	241	1.37

Radial Demographics | 5-Mile Radial

Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.63	
2014 Est. Households by Presence of People	17,550	
Households with 1 or more People under Age 18:	6,836	38.95
Married-Couple Family	4,640	67.88
Other Family, Male Householder	629	9.20
Other Family, Female Householder	1,493	21.84
Nonfamily, Male Householder	57	0.83
Nonfamily, Female Householder	17	0.25
Households no People under Age 18:	10,714	61.05
Married-Couple Family	4,914	45.87
Other Family, Male Householder	361	3.37
Other Family, Female Householder	601	5.61
Nonfamily, Male Householder	2,485	23.19
Nonfamily, Female Householder	2,353	21.96
2014 Est. Households by Number of Vehicles	17,550	
No Vehicles	765	4.36
1 Vehicle	5,271	30.03
2 Vehicles	7,886	44.93
3 Vehicles	2,676	15.25
4 Vehicles	731	4.17
5 or more Vehicles	221	1.26
2014 Est. Average Number of Vehicles	1.90	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	13,224	
2014 Estimate	12,636	
2010 Census	12,290	
2000 Census	11,886	
Growth 2014-2019	4.65%	
Growth 2010-2014	2.81%	
Growth 2000-2010	3.40%	
2014 Est. Families by Poverty Status	12,636	
2014 Families at or Above Poverty	11,453	90.64
2014 Families at or Above Poverty with Children	5,469	43.28
2014 Families Below Poverty	1,183	9.36
2014 Families Below Poverty with Children	868	6.87
2014 Est. Pop Age 16+ by Employment Status	35,545	
In Armed Forces	54	0.15
Civilian - Employed	21,539	60.60
Civilian - Unemployed	1,673	4.71
Not in Labor Force	12,280	34.55
2014 Est. Civ Employed Pop 16+ Class of Worker	21,997	
For-Profit Private Workers	16,555	75.26
Non-Profit Private Workers	851	3.87
Local Government Workers	1,985	9.02
State Government Workers	795	3.61
Federal Government Workers	341	1.55
Self-Emp Workers	1,469	6.68
Unpaid Family Workers	1	0.00

Radial Demographics | 5-Mile Radial

Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	21,997	
Architect/Engineer	1,151	5.23
Arts/Entertain/Sports	445	2.02
Building Grounds Maint	533	2.42
Business/Financial Ops	455	2.07
Community/Soc Svcs	226	1.03
Computer/Mathematical	360	1.64
Construction/Extraction	1,984	9.02
Edu/Training/Library	1,464	6.66
Farm/Fish/Forestry	30	0.14
Food Prep/Serving	1,354	6.16
Health Practitioner/Tec	863	3.92
Healthcare Support	512	2.33
Maintenance Repair	610	2.77
Legal	221	1.00
Life/Phys/Soc Science	537	2.44
Management	1,721	7.82
Office/Admin Support	3,322	15.10
Production	2,196	9.98
Protective Svcs	718	3.26
Sales/Related	1,859	8.45
Personal Care/Svc	582	2.65
Transportation/Moving	852	3.87
2014 Est. Pop 16+ by Occupation Classification	21,997	
Blue Collar	5,641	25.64
White Collar	12,625	57.39
Service and Farm	3,730	16.96

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	21,829	
Drove Alone	18,918	86.66
Car Pooled	1,925	8.82
Public Transportation	19	0.09
Walked	266	1.22
Bicycle	52	0.24
Other Means	250	1.15
Worked at Home	400	1.83
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	8,900	
15 - 29 Minutes	8,545	
30 - 44 Minutes	1,489	
45 - 59 Minutes	771	
60 or more Minutes	1,741	
2014 Est. Avg Travel Time to Work in Minutes	22.80	
2014 Est. Tenure of Occupied Housing Units	17,550	
Owner Occupied	11,437	65.17
Renter Occupied	6,113	34.83
2014 Owner Occ. HUs: Avg. Length of Residence	17.9	
2014 Renter Occ. HUs: Avg. Length of Residence	6.1	

Radial Demographics | 5-Mile Radial

Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	11,437	
Value Less than \$20,000	459	4.01
Value \$20,000 - \$39,999	317	2.77
Value \$40,000 - \$59,999	505	4.42
Value \$60,000 - \$79,999	977	8.54
Value \$80,000 - \$99,999	1,407	12.30
Value \$100,000 - \$149,999	2,962	25.90
Value \$150,000 - \$199,999	2,658	23.24
Value \$200,000 - \$299,999	1,614	14.11
Value \$300,000 - \$399,999	298	2.61
Value \$400,000 - \$499,999	115	1.01
Value \$500,000 - \$749,999	84	0.73
Value \$750,000 - \$999,999	14	0.12
Value \$1,000,000 or more	28	0.24
2014 Est. Median All Owner-Occupied Housing Value	\$134,667	
2014 Est. Housing Units by Units in Structure	19,388	
1 Unit Attached	254	1.31
1 Unit Detached	13,012	67.11
2 Units	118	0.61
3 or 4 Units	565	2.91
5 to 19 Units	3,034	15.65
20 to 49 Units	888	4.58
50 or More Units	723	3.73
Mobile Home or Trailer	764	3.94
Boat, RV, Van, etc.	30	0.15

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	19,388	
Housing Unit Built 2005 or later	1,317	6.79
Housing Unit Built 2000 to 2004	1,023	5.28
Housing Unit Built 1990 to 1999	2,530	13.05
Housing Unit Built 1980 to 1989	4,381	22.60
Housing Unit Built 1970 to 1979	4,597	23.71
Housing Unit Built 1960 to 1969	2,093	10.80
Housing Unit Built 1950 to 1959	2,659	13.71
Housing Unit Built 1940 to 1949	584	3.01
Housing Unit Built 1939 or Earlier	204	1.05
2014 Est. Median Year Structure Built **	1979	



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

**The Retail Coach -
It’s not about data. It’s about your success.**

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Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2013/2014, ESRI 2013, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.